

REP HEADLINE# C3/0562  
\$\$\$ UNAPPROVED REV #1 \$\$\$

REP: TEL# 703-516-9399  
CREDIT ADVISORY: AGENCY  
ORDER WORKSHEET

FAX# 703-516-9680  
CREDIT RISK !!!  
HARRIS REPORT FROM REP  
\*\*CHANGES\*\* \*\*\* WFLA-TV \*\*\*

ADV # ADV. NAME ISS/NRA

AGY # AGY. NAME AMERICAN MEDIA & ADVOCACY GROUP

815 SLATERS LANE

ALEXANDRIA, VA 22314

REP. # OFF. # SALESMAN #

BUYER NAME AMAG MEDIAASSISTANT

SALES PRSN WA- MEGHAN MCGARR (H)

ORDER # CONTRACT # 6370562

CLASS: NATL. LOCAL REGIONAL

PRDCT NRA EST#3341 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT15/12 OCT21/12 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE OCT11/12 15.02

REP: REVISION 10/11  
T/F CHANGE LN'S 1-4 AND 9-14  
TTL SAME  
PLEASE CONFIRM  
THANKS! BRIAN FOR MEGHAN

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

NRA

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
1	T		1135P-1237A	30		\$800.00	10/19	10/19	2		FRI	2
2	T		1237A-136A	30		\$300.00	10/19	10/19	2		FRI	2

AGENCY ADVERTISER CODE = 137  
AGENCY PRODUCT CODE = 490  
AGENCY EST# = 3341

PROGRAM : TONITE SHW-NBC  
RM35-64 : 1.0  
CON COM1 : TONITE SHW-NBC

PROGRAM : J FALLON-NBC  
RM35-64 : 0.5  
CON COM1 : J FALLON-NBC

NOV 01 2012

10/16/12 tce

FAX# 703-516-9680  
CREDIT RISK !!  
FROM REP OCT11/12 15.02  
HARRIS REPORT  
\*\*CHANGES\*\* \*\*\* WFLA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
3	T		1135P-1237A	30		\$800.00	10/15	10/15	2		MON	2
PROGRAM : TONITE SHW-NBC RM35-64 : 1.0 CON COM1 : TONITE SHW-NBC												
4	T		1237A-136A	30		\$300.00	10/15	10/15	2		MON	2
PROGRAM : J FALLON-NBC< RM35-64 : 0.5 CON COM1 : J FALLON-NBC<												
9	T		1135P-1237A	30		\$800.00	10/18	10/18	2		THU	2
PROGRAM : TONITE SHW-NBC RM35-64 : 1.0 CON COM1 : TONITE SHW-NBC												
10	T		1237A-136A	30		\$300.00	10/18	10/18	2		THU	2
PROGRAM : J FALLON-NBC< RM35-64 : 0.5 CON COM1 : J FALLON-NBC<												
11	T		1135P-1237A	30		\$800.00	10/16	10/16	2		TUE	2
PROGRAM : TONITE SHW-NBC RM35-64 : 1.0 CON COM1 : TONITE SHW-NBC												
12	T		1237A-136A	30		\$300.00	10/16	10/16	2		TUE	2
PROGRAM : J FALLON-NBC< RM35-64 : 0.5 CON COM1 : J FALLON-NBC<												
13	T		1135P-1237A	30		\$800.00	10/17	10/17	2		WED	2
PROGRAM : TONITE SHW-NBC RM35-64 : 1.0 CON COM1 : TONITE SHW-NBC												
14	T		1237A-136A	30		\$300.00	10/17	10/17	2		WED	2
PROGRAM : J FALLON-NBC< RM35-64 : 0.5 CON COM1 : J FALLON-NBC<												

REP HEADLINE# C370562  
 \$\$\$ UNAPPROVED REV #1 \$\$\$

REP: TEL# 703-516-9399 FAX# 703-516-9680  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!  
 ORDER WORKSHEET HARRIS REPORT FROM REP OCT11/12 15.02  
 \*\*\*CHANGES\*\*\* \*\* WFLA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
OCT/12			42050.00									

CONTRACT TOTAL 42050.00  
 TOTAL SPOTS 28

MARKET TOTALS \$169,050 WFLA 25% WFTS 4% WTSP 24% WTVT 46% WTOG 0% WTTA 0% WMOR 0%  
 WMOX 0% WXPX 0% WWSB 1% CABL 0%

SHARES ACCURATE  
 SVC- NSI BOOKS- OCT/PJ  
 DEMOS- RM35-64\*  
 MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME  
 P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS \*-MULTIPLE

REP HEADLINE# 6370562  
 \*\*\* ORIGINAL REV#0 \*\*\*

REF: TEL# 703-516-9398 FAX# 703-516-9680  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!  
 ORDER WORKSHEET HARRIS REPORT FROM REP  
 OCT11/12 13.46  
 \*\*\* WFLA-TV \*\*\*

ADV # \_\_\_\_\_ ADV. NAME ISS/NRA \_\_\_\_\_ REP. # \_\_\_\_\_ OFF. # \_\_\_\_\_ SALESMAN # \_\_\_\_\_  
 AGY # \_\_\_\_\_ AGY. NAME AMERICAN MEDIA & ADVOCACY GROUP BUYER NAME AMAG MEDIAASSISTANT  
 815 SLATERS LANE SALES PRSN WA- MEGHAN MCGARR (H)  
 ALEXANDRIA, VA 22314  
 ORDER # \_\_\_\_\_ CONTRACT # 6370562 CLASS: NATL. LOCAL REGIONAL  
 PRDCT NRA EST#3341 COMMENTS: (LINE, ORDER, INVOICE)  
 FLIGHT DATES OCT15/12 OCT21/12 WK-1  
 CITY TAX \_\_\_\_\_ STATE TAX \_\_\_\_\_ CO-OP BILLING NEEDED \_\_\_\_\_ DATE OCT11/12 13.46

REP: NEW ORDER  
 TTI \$42,050 Q28X  
 PLEASE CONFIRM  
 THANKS SHOSHANA FOR MEGHAN

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*  
 NRA



9/11/11

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
1			1135P-1205A	30		\$800.00	10/19	10/19	2		FRI	2
PROGRAM : TONITE SHW-NBC RM35-64 : 1.0 CON COM1 : TONITE SHW-NBC												
2			1205A-105A	30		\$300.00	10/19	10/19	2		FRI	2
PROGRAM : J FALLON-NBC RM35-64 : 0.5 CON COM1 : J FALLON-NBC												

AGENCY ADVERTISER CODE = 137  
 AGENCY PRODUCT CODE = 490  
 AGENCY EST# = 3341

OCT 11/12 13.46  
WFLA-TV

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
3			1135P-1205A PROGRAM : TONITE SHW-NBC RM35-64 : 1.0 CON COM1 : TONITE SHW-NBC	30		\$600.00	10/15	10/15	2		MON	2
4			1205A-105A PROGRAM : J FALLON-NBC RM35-64 : 0.5 CON COM1 : J FALLON-NBC	30		\$300.00	10/15	10/15	2		MON	2
5			1100P-1135P PROGRAM : NWSCH8 AT 11SA RM35-64 : 2.8 CON COM1 : NWSCH8 AT 11SA	30		\$2,500.00	10/20	10/20	1		SAT	1
6			1135P-105A PROGRAM : SAT NITE LIVE RM35-64 : 2.7 CON COM1 : SAT NITE LIVE	30		\$1,350.00	10/20	10/20	3		SAT	3
7			330P-700P PROGRAM : N DAME FOOTBALL RM35-64 : 0.8 CON COM1 : N DAME FOOTBALL	30		\$1,500.00	10/20	10/20	3		SAT	3
8			815P-1130P PROGRAM : NBC SUN NFL RM35-64 : 11.0 CON COM1 : NBC SUN NFL	30		20000.00	10/21	10/21	1		SUN	1
9			1135P-1205A PROGRAM : TONITE SHW-NBC RM35-64 : 1.0 CON COM1 : TONITE SHW-NBC	30		\$800.00	10/18	10/18	2		THU	2
10			1205A-105A PROGRAM : J FALLON-NBC RM35-64 : 0.5 CON COM1 : J FALLON-NBC	30		\$300.00	10/18	10/18	2		THU	2

REP HEADLINE# 6370562  
 \*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-516-9399 FAX# 703-516-9680  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
 ORDER WORKSHEET HARRIS REPORT FROM REP  
 OCT11/12 13.46  
 \*\*\* WFLA-TV \*\*\*

LINE#	REF	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
11			1135P-1205A	30		\$800.00	10/16	10/16	2		TUE	2
PROGRAM : TONITE SHW-NBC												
RM35-64 : 1.0												
CON COM1 : TONITE SHW-NBC												
12			1205A-105A	30		\$300.00	10/16	10/16	2		TUE	2
PROGRAM : J FALLON-NBC												
RM35-64 : 0.5												
CON COM1 : J FALLON-NBC												
13			1135P-1205A	30		\$800.00	10/17	10/17	2		WED	2
PROGRAM : TONITE SHW-NBC												
RM35-64 : 1.0												
CON COM1 : TONITE SHW-NBC												
14			1205A-105A	30		\$300.00	10/17	10/17	2		WED	2
PROGRAM : J FALLON-NBC												
RM35-64 : 0.5												
CON COM1 : J FALLON-NBC												
OCT/12			42050.00									
											CONTRACT TOTAL	42050.00
											TOTAL SPOTS	28

MARKET TOTALS \$165,050 WFLA 25% WFTS 4% WTSP 24% WTVT 46% WTOG 0% WTTA 0% WMOR 0%  
 WMOX 0% WXPX 0% WWSB 1% CABL 0%

SHARES ACCURATE

SVC- NSI BOOKS- OCT/PJ

DEMOS- RM35-64\*

American Media & Advocacy Group Nra - National Rifle Association/ Issue  
 815 Slaters Lane  
 Alexandria VA 22314  
 Submission Number 804 Issue 1



WFLA-TV  
 P.O. Box 1410  
 Tampa, FL 33601

PHONE (813) 228-8888

Origin

<b>Client:</b> Nra - National Rifle Association/ Issue	<b>Submission Cost:</b> 42050	<b>Campaign Ref:</b> E:063705620
<b>Buyer:</b>	<b>Client/Product/Estimate:</b> 137 /490 /3341	<b>Sales Rep:</b> HRP Washington, DC
<b>Schedule Dates:</b> 10/15/12 to 10/21/12	<b>Weeks:</b> 1	<b>Order Ref:</b> 06370562
<b>Est./PO Number:</b> 06370562	<b>Contract type:</b> Political	<b>Business Type:</b> POLITICAL
<b>Associated Copies:</b> No		<b>Business Category:</b> Transactional

<b>Product:</b> Nra	<b>Booking Group:</b> WFLA	<b>Key Market:</b> Tampa-St. Petersburg, FL
<b>Demographic:</b> (L) Household	<b>Order:</b>	

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/15	Total	Cost
1	M-F 1135p ET / 1035p CT Tonight Show ...F..	03	800	30 Comme	Nbr of Spots	2	2
2	M-F 1237a ET / 1137p CT Late Night ...F..	02	300	30 Comme	Nbr of Spots	2	2
3	M-F 1135p ET / 1035p CT Tonight Show M.....	03	800	30 Comme	Nbr of Spots	2	2
4	M-F 1237a ET / 1137p CT Late Night M.....	02	300	30 Comme	Nbr of Spots	2	2
5	M-Su 11p News .....S.	01	2500	30 Comme	Nbr of Spots	1	1
6	Sat 1130p ET / 1030p CT Saturday Night Live .....S.	03	1350	30 Comme	Nbr of Spots	3	3
7	Sat Notre Dame Football .....S.	01	1500	30 Comme	Nbr of Spots	3	3
8	Sun 815p ET / 715p CT NBC Sunday Night Football	02	20000	30	Nbr of Spots	1	1
<b>Weekly Totals: Total Spots(Ord Spots)</b>					28	28	

American Media & Advocacy Group Nra - National Rifle Association/ Issue  
 815 Slaters Lane  
 Alexandria VA 22314  
 Submission Number 804 Issue 1



WFLA-TV  
 P.O. Box 1410  
 Tampa, FL 33601

PHONE (813) 228-8888

Origin

<b>Client:</b> Nra - National Rifle Association/ Issue	<b>Submission Cost:</b> 42050	<b>Campaign Ref:</b> E:063705620
<b>Buyer:</b> " "	<b>Client/Product/Estimate:</b> 137 /490 /3341	<b>Sales Rep:</b> HRP Washington, DC
<b>Schedule Dates:</b> 10/15/12 to 10/21/12	<b>Weeks:</b> 1	<b>Order Ref:</b> 06370562
<b>Est./PO Number:</b> 06370562	<b>Contract type:</b> Political	<b>Business Type:</b> POLITICAL
<b>Associated Copies:</b> No		<b>Business Category:</b> Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/15	Total	Cost
9	M-F 1135p ET / 1035p CT Tonight Show ...T...	03	800	30 Comme	Nbr of Spots	2	2
10	M-F 1237a ET / 1137p CT Late Night ...T...	02	300	30 Comme	Nbr of Spots	2	2
11	M-F 1135p ET / 1035p CT Tonight Show ...T...	03	800	30 Comme	Nbr of Spots	2	2
12	M-F 1237a ET / 1137p CT Late Night ...T...	02	300	30 Comme	Nbr of Spots	2	2
13	M-F 1135p ET / 1035p CT Tonight Show ...W...	03	800	30 Comme	Nbr of Spots	2	2
14	M-F 1237a ET / 1137p CT Late Night ...W...	02	300	30 Comme	Nbr of Spots	2	2
<b>Weekly Totals: Total Spots(Ord Spots)</b>					28	28	

Grand Totals

Totals		Month 10 Weeks: 4	
Spots	Cost	10/15	
28	42050	28	42050

Grand Totals:

**Spots:** 28  
**Gross Total:** 42,050.00



Commission:	6,307.50
Net Total:	35,742.50



# WFLA-TV

## A MEDIA GENERAL STATION

200 S. Parker Street  
Tampa, FL 33606  
Tele (813) 228-8888  
Fax (813) 221-5787

### INVOICE / AFFIDAVIT

38784  
American Media & Advocacy Group  
815 Slaters Lane  
ALEXANDRIA VA 22314

REP: WFLA (Washington Dc)  
SLSP: HRP Washington, DC  
ADV: Nra - National Rifle Associa  
PROD: Nra

2012  
INVOICE DATE 10/28/12  
ORDER TYPE Political  
WFLA I SS  
10/28/12 E:063705620  
WFLA  
INVOICE NUMBER 0100033198  
PAGE 1  
BROADCAST MONTH 10/01/2012 - 10/2  
SCHEDULE DATES 10/15/12-10/21/12  
Standard 8 Broadcast Month  
TERMS: NET 30 DAYS

REF#: 137 /490 /3341  
Desc: Campaign Option Number 1, Booking1

SCHEDULE				ACTUAL BROADCAST				RECONCILIATION		
DESCRIPTION	PRICE	RT/SS#	PER	DATE	DAY	TIME	LENGTH M/G FOR PRODUCT DESCRIPTION	PRICE	REMARKS	DEBIT/CREDIT
M-F 1135p ET / 1035p CT Tonigh	800.00	1	2	10/19	FR	11:58P	30 NRATV101412H	800.00		
				10/19	FR	12:29A	30 NRATV100612H	800.00		
M-F 1237a ET / 1137p CT Late N	300.00	2	2	10/19	FR	01:09A	30 NRATV101412H	300.00		
				10/19	FR	01:20A	30 NRATV101412H	300.00		
M-F 1135p ET / 1035p CT Tonigh	800.00	3	2	10/15	MO	12:07A	30 NRATV100612H	800.00		
				10/15	MO	12:29A	30 NRATV100612H	800.00		
M-F 1237a ET / 1137p CT Late N	300.00	4	2	10/15	MO	01:28A	30 NRATV100612H	300.00		
				10/15	MO	01:34A	30 NRATV100612H	300.00		
M-Su 11p News	2500.00	5	1	10/20	SA	11:27P	30 NRATV101412H	2500.00		
Sat 1130p ET / 1030p CT Saturd	1350.00	6	3	10/20	SA	12:40A	30 NRATV101412H	1350.00		
				10/20	SA	12:49A	30 NRATV100612H	1350.00		
				10/20	SA	12:55A	30 NRATV101412H	1350.00		
Sat Notre Dame Football	1500.00	7	3	10/20	SA	04:16P	30 NRATV101412H	1500.00		
				10/20	SA	06:05P	30 NRATV100612H	1500.00		
				10/20	SA	06:58P	30 NRATV101412H	1500.00		
Sun 815p ET / 715p CT N8C Sund	20000.00	8	1	10/21	SU	08:21P	30 NRATV101412H	20000.00		
M-F 1135p ET / 1035p CT Tonigh	800.00	9	2	10/18	TH	11:47P	30 NRATV101412H	800.00		
				10/18	TH	12:09A	30 NRATV100612H	800.00		
M-F 1237a ET / 1137p CT Late N							30 NRATV100612H			

\*\*\* Continued \*\*\*

PERIOD COST 42,050.00

27 Total Units

ACTUAL GROSS BILLING 41,750.00  
AGENCY COMMISSION 6,262.50  
NET DUE 35,487.50

Debits .00  
Credits 300.00-  
SUB-TOTALS 300.00CR  
TOTAL RECONCILING

WE WARRANT THAT THE ACTUAL BROADCAST INFORMATION SHOWN ON THIS INVOICE WAS TAKEN FROM THE PROGRAM LOG AND WILL BE AVAILABLE, UPON REQUEST, FOR INSPECTION BY THE ADVERTISER OR AGENCY FOR AT LEAST 12 MONTHS. NOTWITHSTANDING TO WHOM INVOICES ARE RENDERED, ADVERTISER, AGENCY AND SERVICE ARE AND SHALL BE JOINTLY AND SEVERALLY OBLIGATED TO PAY ANY INVOICES INCLUDED IN THIS STATEMENT WITHIN 30 DAYS OF THE INVOICE DATE AND UNTIL PAYMENT IN FULL IS RECEIVED BY THIS MEDIA GENERAL STATION. PAYMENT BY ADVERTISER TO AGENCY OR TO SERVICE, OR PAYMENT BY AGENCY TO SERVICE, SHALL NOT CONSTITUTE PAYMENT TO THIS MEDIA GENERAL STATION.

**WFLA-TV**  
P.O. Box 1410  
Tampa, FL 33601



ADVERTISER Nra - National Rifle Associa  
PRODUCT Nra

INVOICE NUMBER 0100033198

BROADCAST MONTH 10/01/2012 - 10/28

AMOUNT DUE 35,487.50

REMIT TO:

\*00156

000038784  
American Media & Advocacy Group  
815 Slaters Lane  
ALEXANDRIA VA 22314

WFLA-TV  
REMITTANCE PROCESSING CENTER  
P.O. BOX 26425  
RICHMOND VA 23260-6425



400900020 00000000038784 00000100033198 003548750 0



# WFLA-TV

A MEDIA GENERAL STATION

200 S. Parker Street  
Tampa, FL 33606  
Tele (813) 288-8888  
Fax (813) 221-5787

## INVOICE / AFFIDAVIT

38784  
American Media & Advocacy Group  
815 Slaters Lane  
ALEXANDRIA VA 22314

REP: WFLA (Washington Dc)  
SLSP: HRP Washington, DC  
ADV: Nra - National Rifle Associa  
PROD: Nra

2012  
INVOICE DATE 10/28/12 E:063705620  
ORDER TYPE Political WFLA  
INVOICE NUMBER 0100033198  
PAGE 2  
BROADCAST MONTH 10/01/2012 - 10/2  
SCHEDULE DATES 10/15/12-10/21/12  
Standard Broadcast Month  
TERMS: NET 30 DAYS.

REF#: 137 /490 /3341  
Desc: Campaign Option Number 1, Booking1

SCHEDULE		ACTUAL BROADCAST		RECONCILIATION	
DESCRIPTION	PRICE	RT/SS# PER	DATE DAY TIME	LENGTH M/G FOR PRODUCT DESCRIPTION	PRICE
	300.00	10 2	10/18 TH 01:11A	30 NRATV101412H	300.00
			10/18 TH 01:18A	30 NRATV101412H	300.00
M-F 1135p ET / 1035p CT Tonigh				:30 Commercial	
	800.00	11 2	10/16 TU 11:47P	30 NRATV100612H	800.00
			10/16 TU 12:09A	30 NRATV100612H	800.00
M-F 1237a ET / 1137p CT Late N				:30 Commercial	
	300.00	12 2	10/16 TU 01:29A	30 NRATV100612H	300.00
				:30 Commercial	
M-F 1135p ET / 1035p CT Tonigh					
	800.00	13 2	10/17 WE 11:47P	30 NRATV101412H	800.00
			10/17 WE 12:31A	30 NRATV100612H	800.00
M-F 1237a ET / 1137p CT Late N				:30 Commercial	
	300.00	14 2	10/17 WE 01:09A	30 NRATV101412H	300.00
			10/17 WE 01:17A	30 NRATV101412H	300.00
Total Airtime Gross Spot Revenue:	41,750.00				

Preempted 300.00-

PERIOD COST 42,050.00

27 Total Units  
ACTUAL GROSS BILLING 41,750.00  
AGENCY COMMISSION 6,262.50  
NET DUE 35,487.50

SUB-TOTALS Debits .00  
Credits 300.00-  
TOTAL RECONCILING 300.00CR

WE WARRANT THAT THE ACTUAL BROADCAST INFORMATION SHOWN ON THIS INVOICE WAS TAKEN FROM THE PROGRAM LOG AND WILL BE AVAILABLE, UPON REQUEST, FOR INSPECTION BY THE ADVERTISER OR AGENCY FOR AT LEAST 12 MONTHS. NOTWITHSTANDING TO WHOM INVOICES ARE RENDERED, ADVERTISER, AGENCY AND SERVICE ARE AND SHALL BE JOINTLY AND SEVERALLY OBLIGATED TO PAY ANY INVOICES INCLUDED IN THIS STATEMENT WITHIN 30 DAYS OF THE INVOICE DATE AND UNTIL PAYMENT IN FULL IS RECEIVED BY THIS MEDIA GENERAL STATION. PAYMENT BY ADVERTISER TO AGENCY OR TO SERVICE, OR PAYMENT BY AGENCY TO SERVICE, SHALL NOT CONSTITUTE PAYMENT TO THIS MEDIA GENERAL STATION.